

BORDERLESS

brought to you by Avenir

Team 14



Tristan Mandy



Aaron Rahman



Dhruv Sapra

Executive Summary

Problem	How can Avenir's Borderless product help new Canadians in their professional journeys while considering the contributing factors of unemployment rates for immigrants?			
Recommendation	Recommendation			
	1	2	3	
	Summary of Chosen Problem The Original Problem: Borderless' Goals.	Desired Outcome Improve user experience and accessibility.	Demos of Solution/Prototype Solution Addressing Problem.	
Solution	Increase Avenir's retention rate of opportunity-seeking newcomers and showcase the value of Borderless, for employment.			

Executive Summary



Meet Sophia!

A recent Engineering Graduate from Kyiv National University.
She is eager to make her way in her new home in Canada.



Individual Concerns

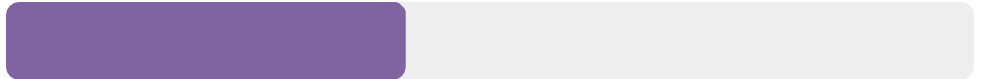
Lack of Personal Connections.

Employers not accepting her foreign education/experience.

Difficulty finding job postings.

Language and cultural adjustments.

HAPPINESS SCALE



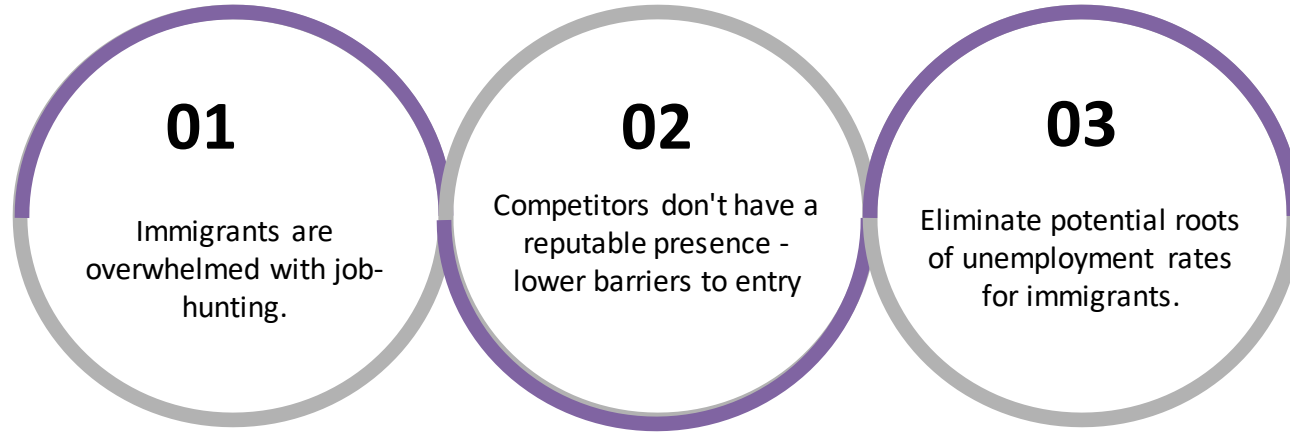
Opportunities

Create an Avenir experience that will entice newcomers to continue usage.

Develop Borderless to target newcomers who are overlooked due to various reasons.

Why Avenir Borderless?

Recent Canadian immigrants have it busy.



Focus on creating a **Supportive** and **Easy-To-Use Platform**

Avenir's Borderless SWOT Analysis

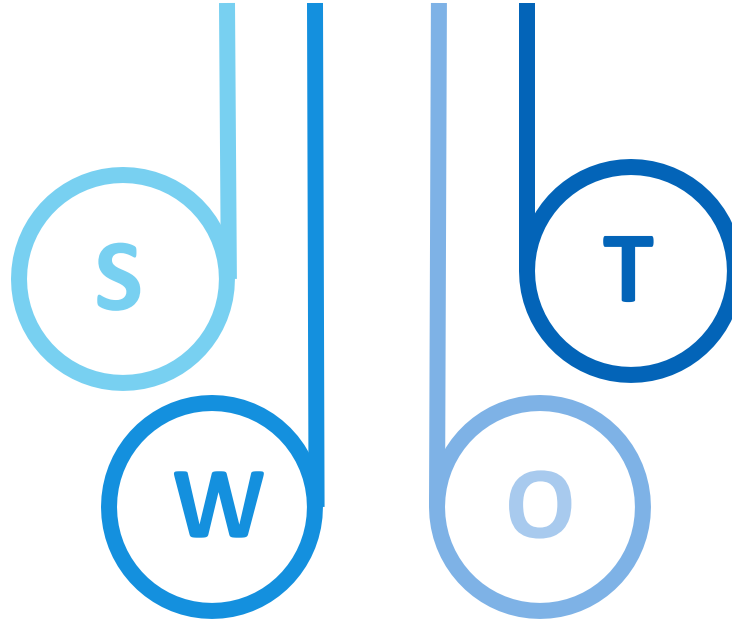
Our Strengths, Weaknesses, Opportunities & Threats

Strengths

1. App provides convenient way for newcomers to access opportunities with start-ups in Canada.
2. Resources to assist immigrants from career development to their transition into Canada.
3. No language barriers in app.

Weaknesses

1. Start-up sector more unstable and risky than traditional employment; job security limited.
2. Avenir has small market share which can impact Borderless.



Threats

1. Start-up sector may not have the same level of demand for workers.
2. Jobs/Networking sites.

Generally more features, but not necessarily better and useful.

Opportunities

1. Borderless does not charge fee to post a job listing.
2. Eliminate Canada's aging workforce (root of national labour shortage).
3. Capitalize into the mobile device industry.
4. Start-ups can act as a stepping stone within and outside the sector.

PEST Analysis

Our Political, Economical, Sociological & Technological Trends



Economic

Stronger economy leads to increased employment opportunities.



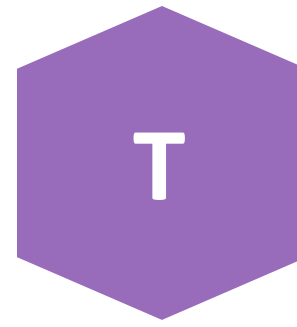
Social

Increased usage of mobile apps among the 20-30 year-old range.
Target market is technologically adept.



Technological

High concentration and focus on Artificial Intelligence and Machine Learning in industry.



Competitive Analysis – Borderless

Competitors who offer similar products and services as Borderless.



LinkedIn

Professional networking site, caters to individuals and businesses across various industries.



Indeed

Job search engine with a focus on job postings from a variety of sources.



Glassdoor

Job search and company research platform, provides insights into company culture, salaries, and interview processes.

Our Solution Over Competitors

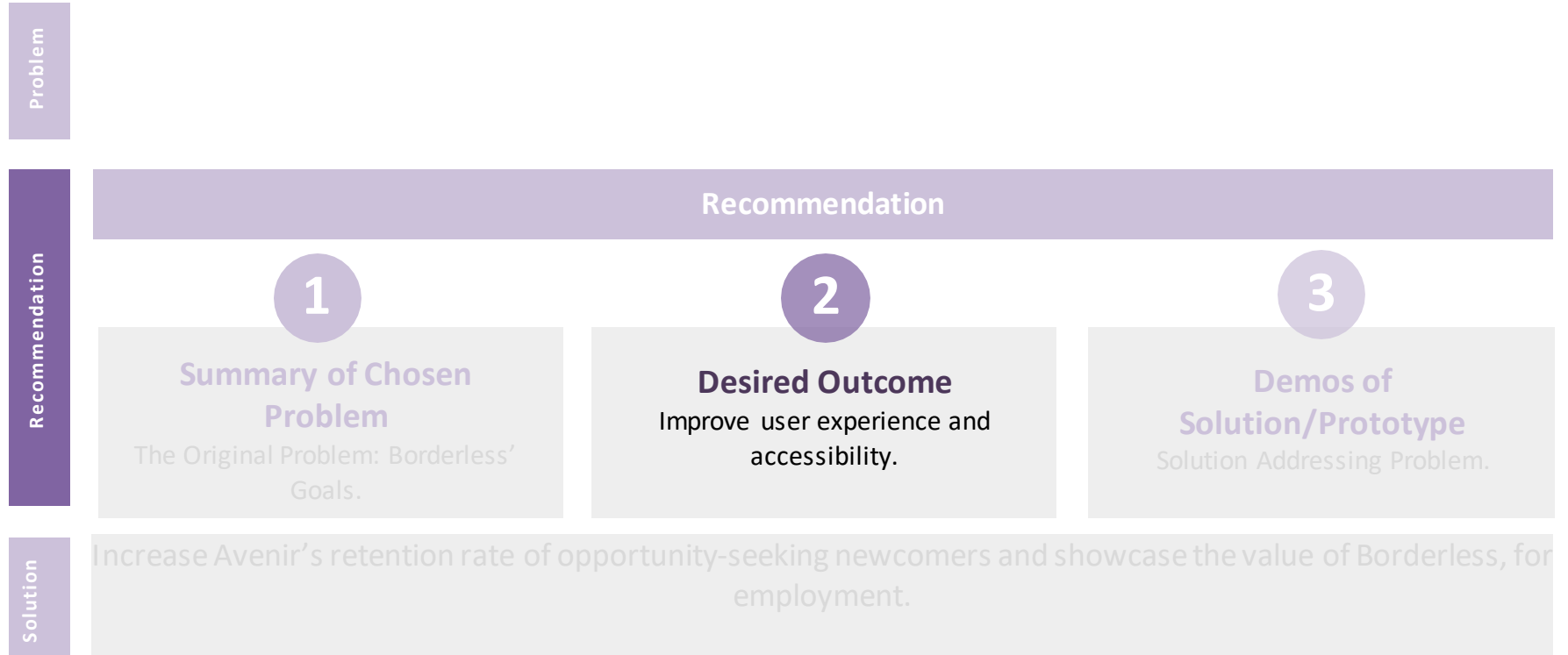
Borderless will be adjusted so we can establish sustainable connections.

Gain employment through a Start-up oriented app for Canadian work opportunities.



Integrated AI and translatable app to eliminate language and cultural barriers.

Executive Summary



Introduction

Analysis

Recommendation

Implementation

Appendix

Opportunities for Growth through Avenir Borderless

Sustaining Borderless usage for the long-term.

Increase Borderless Usage

Growing network of like-minded newcomers, offered as a free app.

Intuitive UI/UX

Provide easily accessible features that entice users to continue using Borderless.

Networking Tools

Keep users in check with opportunities and to help organize multifaceted lifestyles.

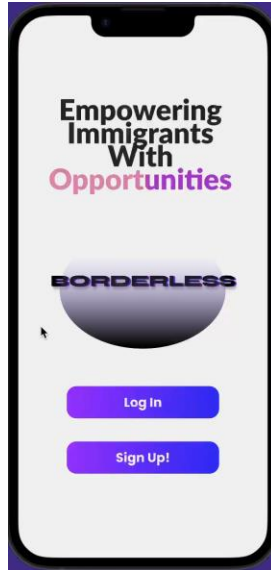


Borderless Product Demo

Seamless opportunity-seeking experience updated for the modern world

Original Prototype: <https://www.figma.com/file/PrjfiGYqI2CRjFPiekjixO/Product-Sprint-Main-File?node-id=0%3A1&t=oBPfOQWxar2goYvj-1>

Video Recording:



Executive Summary



Introduction

Analysis

Recommendation

Implementation

Appendix

Borderless Financial Model

Effective method with benefits for users, start-ups, and Borderless.

3-Month Work Experience at Startup



Partner users with a start-up based on skills, interests, and location.



Performance Status



If start-up is satisfied with performance, Borderless keeps original \$1000. If start-up not satisfied, start-up keeps \$900, Borderless keeps \$100.



3-Way Gains

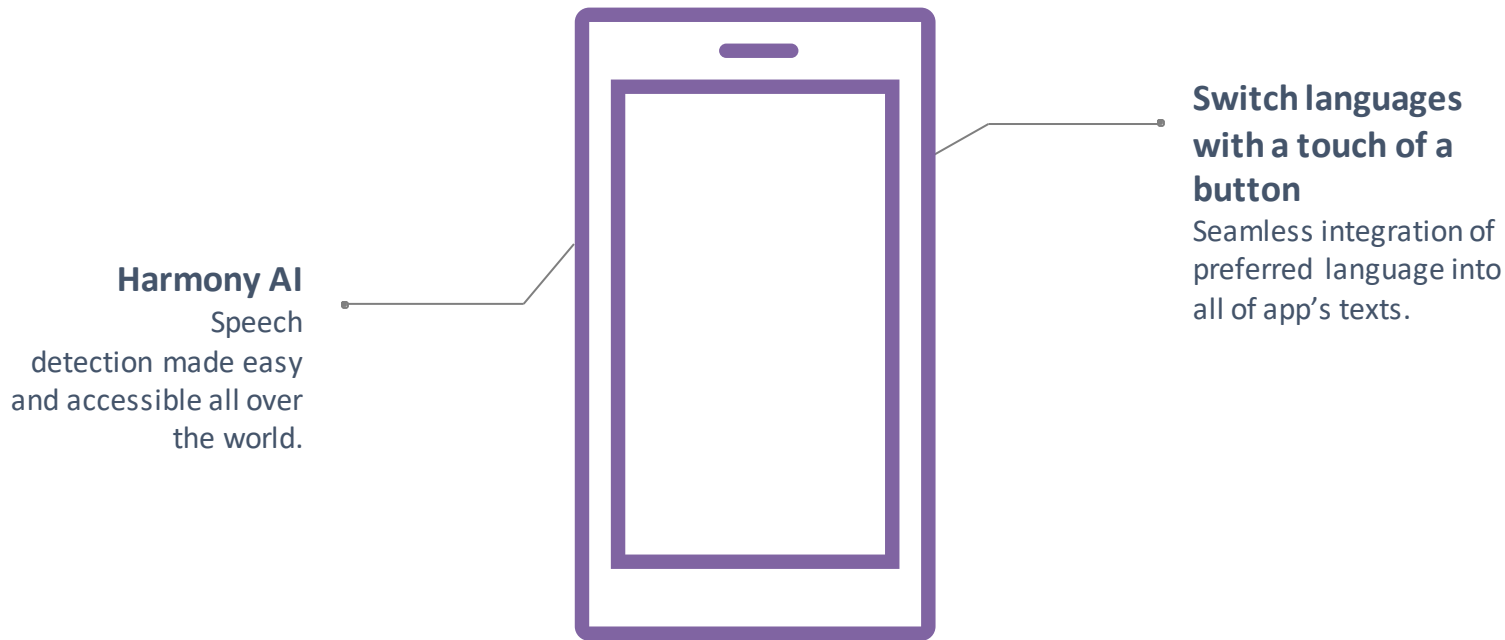


User receives an opportunities to expose to the Canadian workforce. Start-up gets newcomer to showcase their skills. Borderless provides opportunities with the potential of receiving back money.



Artificial Intelligence for Borderless

Adaptive algorithms to optimize app feasibility.



Improve **user interface and experience** through an optimized app.

Our Findings from Research/Testing

Backing up our solution



Sophia in a Year:

1. Now has a good number of meaningful personal connections.
2. Her foreign experience and education from Ukraine are implementable in the Canadian workforce due to her interest and willingness to work.
3. Feels valued working full-time at the start-up she got recruited in.
4. Has adjusted and “immersed” herself into the many language and cultural backgrounds through the app which includes various newcomer resources.

Competitive Advantage:

Companies have to pay a fee to post job posting while Borderless allows these companies to post for FREE.

Thank You

We are now open to any questions



Tristan M.



Aaron R.



Dhruv S.